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ADDING MULTIMEDIA Home is Where the Heart is This Valentine's Day...with Heart-Shaped Pizzas from Papa John's

Available at Participating Restaurants, Large Heart-Shaped One Topping Pizza with Chocolate Pastry Delights for Just \$14.99, Two Heart-Shaped One Topping Pizzas for \$19.99

LOUISVILLE, Ky.--(BUSINESS WIRE)-- Love is patient. Love is kind. Love means never having to eat an overpriced, mediocre Valentine's Day meal at a crowded restaurant surrounded by strangers.

That's why this Valentine's Day, Papa John's is getting to the heart of the holiday – with delicious heart-shaped pizzas available today through Sunday, Feb. 15 at participating restaurants nationwide.

"This year more than ever, we're all looking for ways to express our love without breaking the bank," said Jim Ensign, vice president of marketing communications for Papa John's. "Amidst the greeting cards, flowers, chocolates, and jewelry, let's not lose sight of the fact that Valentine's Day is about spending time with your sweetheart or your family. It's the subtle gestures – like your favorite pizza in the shape of a heart – that mean the most."

The Papa John's heart-shaped pizza comes on a thin crust, piled high with the customer's favorite topping, along with an order of Papa John's Chocolate Pastry Delights for \$14.99, or customers may get two one-topping heart-shaped pizzas for \$19.99.

Valentine's Day is traditionally one of the food industry's busiest nights of the year, but such record numbers can often mean long waits for hungry customers. Thanks to advance online ordering at www.papajohns.com, Romeos and Juliets can log on right now to place their Valentine's Day

order - simply specify the preferred time of delivery or pick-up (leaving plenty of time to visit the florist and find the perfect greeting card).

Headquartered in Louisville, Kentucky, Papa John's International, Inc. (NASDAQ: PZZA) is the world's third largest pizza company. For nine years running, consumers have rated Papa John's No. 1 in customer satisfaction among all national pizza chains in the highly regarded American Customer Satisfaction Index (ACSI). Papa John's also ranks first among pizza companies in the 2008 Brand Keys Customer Loyalty Engagement Index, was honored by Restaurants & Institutions Magazine

(R&I) with the 2008 Silver Award for Consumers' Choice in Chains in the pizza segment, and was named 2007 Pizza Today Chain of the Year. For more information about the company or to order pizza online, visit Papa John's at www.papajohns.com.

Source: Papa John's International, Inc.

Papa John's International, Inc.
Tish Muldoon, 502-261-4987
Corporate Communications